Quality Improvement Plan 2015-2016

Improving how we work
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Welcome to Improving how we work, our Quality Improvement Plan, which details our quality and performance for 2014/15 and our priorities for 2015/16.

As the major stroke charity in the UK, we play a crucial role in helping stroke survivors to make the best recovery they can and supporting those who care for them. We also work to reduce the number of people who are affected by this devastating condition.

Stroke is devastating and has a massive and sudden impact. It’s a leading cause of adult disability in the UK and the fourth most common cause of death. We believe in life after stroke. We work to prevent strokes and support stroke survivors and their families through information and our Life After Stroke Services. We campaign to raise awareness about stroke and improve care and we fund research into prevention, treatment and rehabilitation.

There are over one million stroke survivors in the UK, and around half rely on others to help them with everyday activities. All our work is underpinned by our core values – Professionalism, Passion, Innovation, Respect and Openness, and Working together – and we are committed to building continuous improvement and quality into everything we do so we can prevent strokes, and reduce their effect through providing services, campaigning, education and research.

This document outlines the progress we have made over the past few years in customer service, user involvement, and investment in the learning and development of our people, and outlines the commitment we have to improving how we work over the years ahead.

It also describes the priorities we have set for in our Life After Stroke Services and Stroke Information Services for the year ahead. We intend to monitor ourselves against these priorities and report back on how we have been performing.

Jon Barrick
Chief Executive
Stroke Association
Stroke facts and figures

Stroke is one of the greatest health challenges of our time.

- There are at least 1.2 million stroke survivors in the UK.
- Stroke occurs approximately 152,000 times a year in the UK; that is one every 3 minutes 27 seconds.
- Stroke is the largest cause of complex disability in the world – half of all stroke survivors have a disability.
- Black people are twice as likely to have a stroke and at a younger age than white people.
- Almost one third of strokes occur in people under 65 years old.
- Hypertension (high blood pressure) is a contributing factor to 53% of strokes in England, Wales and NI.
- The latest study on the economic costs in the U.K from a societal perspective totals around £9 billion a year.
- Patients cared for in stroke units are more likely to survive, have fewer complications, and return home and regain independence quicker than patients on general medical wards.
- Community based specialist rehabilitation such as Early Supported Discharge can provide better and potentially more cost effective outcomes for stroke survivors with moderate disabilities but only 36% of hospitals have these teams.
- For every cancer patient living in the UK, £241 is spent each year on medical research, compared with just £48 each year for every stroke patient.
Within our charity we have various quality systems in place

External quality accreditation

As an organisation we undertake a number of externally accredited quality assessments each year.

These systems have been chosen to support us on three distinct levels:

1. As a driver of continuous improvement
2. As a skills development tool
3. As an independent validation of our quality

With the customer at the heart of the organisation we always aim to understand their requirements by meeting or exceeding their expectations. The quality systems provide frameworks of good practice so we are able to drive continuous improvement in order to meet or exceed the initial expectation of the customer.

We use the Customer Service Excellence framework as both a monitoring and development tool to ensure that the quality of our customer service is at an extremely high level. This quality assurance standard includes a mix of research, management and operational models and, most importantly, practical experience of our providing services. The standard has particular focus on delivery, timeliness, information and organisational culture. There is also emphasis placed on developing customer insight, understanding the user’s experience and robust measurement of service satisfaction.

In 2009 we were one of the very first organisations to achieve The Information Standard. This scheme was developed by the Department of Health to help the public identify trustworthy health and social care information. We are assessed annually to ensure that our information production processes continue to meet the requirements of The Information Standard and this quality mark.

Our charity has also achieved Investors in People advanced recognition bronze status. This ensures the quality of our internal processes and training, and shows that our workforce is experienced and knowledgeable.

There are three principles behind the Investors in People framework:

**Plan:** Develop strategies to improve performance
**Do:** Take action to improve performance
**Review:** Evaluate and improve performance

The investors in people programme has already been very successful in helping us to learn how to work together more effectively to a common purpose.
Our commitment to you

We have consulted widely with our stakeholders about what they expect from us. Following this consultation we have made the following service standard commitments to our customers.

• We will listen to you
• We will provide you with an excellent level of service
• We will provide that service in a friendly and timely manner
• We will treat you fairly and sensitively

Life after Stroke services are delivered, underpinned by the following principles:

Understanding needs
Stroke can be a frightening experience which can have a major impact on your quality of life. Understanding your needs and aspirations enables us to provide the support that you need.

Providing information
We know that receiving reliable information at the right time can help people to cope with the aftermath of stroke and make choices that can improve their quality of life.

Support
We understand how stroke changes lives and we will work with you to help you to adjust to the changes that stroke brings.

Influence
We believe that no one understands stroke better than people who have been affected by it. This is why we strive to ensure those affected by stroke are involved in and have influence over issues surrounding stroke.
What we provide

Life After Stroke Services

We currently provide a total of 338 services across the UK.

We also provide 130 Voluntary groups across the UK.

The services we offer are grouped under the following five categories:

• information, advice and support
• stroke prevention
• communication support
• re-ablement and social inclusion
• carer support.

Stroke Association Voluntary Groups play an important role in our work. Sitting along our Life After Stroke Services, our Voluntary Groups help us to provide long-term social and peer support. They also provide people affected by stroke with reliable information on stroke and help to raise awareness of stroke in their local community.

Funded from voluntary sources such as donations and general fundraising, and supported by our Life After Stroke Services, our growing network of Voluntary Groups ensures we can continue to support people affected by stroke in their local community for the long term.

Fundraising

We campaign for better stroke prevention and care. Whether we are providing support through our Life After Stroke or Information Services, funding pioneering research, campaigning or providing Life After Stroke Grants to help improve the quality of stroke survivors lives, we rely upon voluntary income to help fund these activities.

Our fundraising team is accredited by the Fundraising Standards Board self-regulatory scheme.

The Fundraising Standards Board works to ensure that organisation raising money for charity from the public do so honestly and properly

As members of the scheme, we follow the Institute of Fundraising’s Codes of Fundraising Practice and comply with the key principles embodied in the Codes and in this Promise.
Stroke Information Services

Our Stroke Information Service provides a valuable support service for stroke survivors, their families and carers.

The service provides information about stroke, emotional support and details of local services and support groups. Our information production processes have been awarded The Information Standard.

We are ambitious about developing and improving our service further. Our vision is for the Stroke Information Service to be the trusted source of support and information for anyone affected by stroke, whenever they need us. Our focus for the coming year is to improve the capacity, reach, remit and accessibility of the service, putting the needs of a wide range of people affected by stroke at the heart of our planning.

Stroke Training

We provide high quality stroke specific training, qualifications and further education open to all those that provide support and care to those affected by stroke.

The training we provide has been developed in line with the Stroke Education framework and endorsed by the UK stroke forum for education and training. We have also gained Skills for Health endorsement for quality.

We monitor and evaluate the delivery of training against our standards and ensure that all training provided is approved by the stroke association’s expert panel made up of the leading health and social care professionals in the UK.
Review of 2014-2015 priorities

Our aims and what we have achieved – Life After Stroke Services

Life After Stroke Services provides services in England, Wales and Northern Ireland. We have a number of very ambitious customer service aims to work towards.

Our Satisfaction and Impact surveys, completed by our clients, have given us some vital evidence to track how we are progressing against these aims.

The response rate for these surveys is 38%, up 8% on last year. In quarter 4 of 2014-15, 482 Satisfaction Surveys and 994 Impact Surveys were returned. 28% of respondents are carers of stroke survivors.

Performance on these and other targets is reviewed in regular Services Directorate and regional quality improvement meetings.

Our aims

1. We aim to contact at least 95% of our service users within three working days from the date we are made aware that you would like to receive our service.

What we achieved:
Performance has been maintained with an average across all regions/countries of 85% of service users contacted within 3 working days.

During 2014-15, five regions achieved 90%+, with two regions achieving 95% of services users being contacted within 3 working days.

2. We aim to provide at least 95% of our service users with information to help improve your health and wellbeing, in a way you can understand.

What we achieved:
Survey results of the last quarter of 2014-15 showed that 93% (up 2% from last year) agreed they had been provided with the information that they needed. Life After Stroke Services keeps this issue under review within service teams.

Pleasingly, at quarter 4 of 2014-15, 95% (increase of 1% from last year) of service users who replied felt that the information they were provided with was easy to understand.

3. We aim to give our service users' opportunities to provide feedback on our services (this will be by telephone surveys, focus groups and surveys).

What we achieved:
We actively seek and capture service user feedback through holding ‘have your say’ and similar events for services, using telephone surveys, and the quarterly impact and satisfaction surveys. Comments and suggestions are reviewed by service management teams and actions taken. ‘Have your say’ events are usually attended by funders of our services, enabling participants to provide feedback about stroke provision in the area. 65% (66% last year) of respondents to our Satisfaction Survey said that we sought their wider views on issues surrounding stroke.

4. We aim to embed quality review cycles in regions and countries operations.

What we achieved:
Life After Stroke Services uses data from our case recording system and from impact and satisfaction surveys to highlight areas of achievement and for improvement. The data is reviewed by management teams at regional and local level and improvements tracked and reported on. The Life After Stroke Services Directors meetings receive regular summary performance reports by region and specific areas for improvement are tracked.
What we said:
We aim to talk with all service users to:
• plan and agree on the support we can provide, and how often this can be reviewed
• work with and encourage them to achieve their goals
• provide information to help them to make best use of local services for their wider needs.

What we achieved:
From our recent survey results we have encouraged 79% (82% last year) of service users to achieve their personal goals and helped 79% (81% last year) express their personal needs. The slight reduction in this area is being addressed through training and development across all services to improve performance.

What we said:
We aim to encourage all of our service users to provide feedback to help us to improve the services our charity provides.

What we achieved:
We actively encourage our service users to comment and make suggestions on how we can improve what we do through our quarterly satisfaction and impact surveys, with response rates being on average 37%.

What we said:
We will always aim to act quickly to put things right if we are not meeting our standards.

What we achieved:
We listen and respond to any concerns that you may have. Informal complaints received during the year have decreased by 30% from that of the previous year, with formal complaints decreasing 50%.

What we said:
We aim to provide all of our service users with opportunities to share their views and experiences of stroke.

What we achieved:
Many service users receive requests from the Stroke Association to take part in and complete surveys. For Services these include telephone surveys and service user feedback events. There are also policy and strategy consultations using online and print media.

What we said:
To embed our new Life After Stroke Services, Knowledge and Skills Framework and related role-specific learning and development programmes.

• To establish role-specific learning and development programmes that meet the core and role-specific knowledge and skills for delivering a quality service.

• To review and quality assure learning programmes to ensure they remain fit for purpose.

• To upskill service managers to ensure they have the appropriate knowledge and skills to assess service co-ordinators.

• To assess the knowledge and skills of service co-ordinators and identify learning plans to support them in their role.

• To ensure that service co-ordinators access our increasing range of learning programmes.

How we did:
Life After Stroke Services continued to focus on the needs of our workforce by assessing knowledge and gaps to provide a blended learning approach to programmes of supported learning. The learning has been provided by blending bespoke e-learning modules and face to face training together with localised support and coaching by colleagues and managers.

To support our current and future needs, the Learning & Talent Development team re-structured allowing the provision of a dedicated social care trainer to focus on these key areas. E-learning provision remains a key focus with new modules such as Information Governance and online induction allowing early access to knowledge and information for all new starters. Our new Stroke Knowledge Centre is an internal Wikipedia of everything we know about stroke, and is easily accessed by all members of staff and has proven to be a valuable source of information and knowledge with over 250 people already accessing the knowledge centre.
During 2014/15, 873 services people attended 157 different face-to-face training events, with an additional 1,167 online courses completed. Our learning and training provision continues to be reviewed to ensure that we provide a robust and structured approach to support our workforce in the delivery of services now and in the future.

**Embed our Life After Stroke Services Knowledge and Skills Framework.**

**What we said:**
*Internal communication* – We need to improve internal communication across all our departments, especially with regards to understanding our Key Performance Indicators.

**What we achieved:**
As part of our commitment we have hired a Head of Brand and Internal communications. This role will spearhead and drive forward our goals in this area.

**What we said:**
*Reward and recognition* – We need to bring the various ways we reward and recognise our staff together into a strategy and communicate this across the organisation.

**What we achieved:**
The Stroke Association has strong plans for growth. To support this we are ensuring that there is a systematic approach to further improving our organisational effectiveness – one that aligns our strategy, people, processes and technology.
To put in place any recommendations made during our external assessment processes, and continue with the assessment processes.

What we said:
Customer Service Excellence
We aim to keep our high level of compliance with this standard and aim for additional areas, known as compliance plus.

What we achieved:
In June 2014 we were successful in achieving the high level of compliance for the CSE standard. We gained an extra compliance plus criteria taking the total up to five. We also reduced the number of partial elements from four to two.

What we said:
Investors in People
In September 2012 we successfully achieved advanced recognition and were awarded the Investors in People Bronze standard. We aim to keep progressing upwards through the Investors in People framework.

What we achieved:
Our next assessment is in September 2015. We are still using the standards as a developmental framework to drive forward change and improvements to support our organisational development.

What we said:
The Information Standard
We aim to continually review our information production system to ensure that we are providing high quality information in line with The Information Standard.

What we achieved:
In December 2014 we were successful in the transition from the old Information Standard to the new standard which is now in place.

Take forward recommendations from our external Customer Service Excellence assessment.

What we said:
Access – We need to identify how our service users/customers access our services and use this information to drive improvement.

What we achieved:
We actively track how people access Stroke Association and how they are referred to us with 75% being referred and contacting us through health professionals.

What we said:
Internal benchmarking (within Life After Stroke Services) – We need to start benchmarking internally within our countries and regions.

What we achieved:
As part of our drive to improve what we do we have started to robustly map key performance areas between regions helping us to understand how we can develop and improve.

What we said:
Trend identification – We need to look at three years’ worth of our data and start to identify trends and use these identifiers to improve quality.

What we achieved:
We now have 4 years satisfaction and impact data. Over the next twelve months we will be evaluating this data to improve what we do.
What we said and what we achieved - Stroke Information Services

Over the year 2014 – 2015 our Stroke Information Service answered a total of 18,815 enquiries from people affected by stroke. That’s 12,632 calls, 5,175 emails, 163 website messages, 100 Facebook messages and 745 enquiries by other methods.

**What we said:**
We aim to answer 100 per cent of written enquiries within five working days and 80 per cent within three working days.

**What we achieved:**
Between 1 April 2014 and 31 March 2015 we answered 98.7 per cent of written enquiries within two working days, and 91 per cent within three working days. Although we didn’t quite meet our 100 per cent target, this was the first year of working within these quicker turnaround times. Until April 2014 our service standard was 100 per cent within seven working days. Compared to the previous year, in which we answered 93.1 per cent of written enquiries within five working days, this is a 5.6 per cent improvement.

**What we said:**
We aim to answer 80 per cent of calls that are made to the helpline during opening hours.

**What we achieved:**
Between 1 April 2014 and 31 March 2015 we answered on average 68.9 per cent of calls made during opening hours, a 0.4 per cent increase from the previous year. Although we are keen to reach our target 80 per cent, we had a number of periods this year with a reduced number of Helpline Officers due to staff changes, so we are pleased to have maintained a similar answer rate.

We now have a number of volunteers answering enquiries, a couple of whom have just started taking helpline calls.

We hope this will enable us to answer more calls the first time and reach more people.

**What we said:**
We aim to achieve no less than 95 per cent satisfaction rate from people who have used our service.

**What we achieved:**
We conducted our most recent user feedback survey in November 2014. The results showed that 100 per cent of respondents were satisfied with the service they had received overall, with 82 per cent rating it as very good or excellent. Other key findings were:

- 91 per cent of respondents said that we showed an understanding of their situation.
- 88 per cent of respondents said that the service helped them by providing relevant information.
- 81 per cent of respondents said that the service fully met or exceeded their expectations.
What we said:
We are the only UK charity solely focussed on stroke research. We will strengthen our role as a fully engaged partner and leading voice on the future research agenda.

What we achieved:
• We launched a new Priority Programme Awards funding stream following consensus-building stakeholder workshops, with a call for proposals in the areas of haemorrhagic stroke and the psychological consequences of stroke.
• We continue to fund project grants across the stroke care pathway.

What we said:
Research funding and research capacity need to go hand in hand. A stronger funding base for stroke research needs to be supported by increased research capacity. We will therefore strengthen our commitment to developing the next generation of research leaders.

What we achieved:
• We launched the Stroke Association Lectureship programme and made our first five awards.
• We awarded two Postgraduate and two Postdoctoral Fellowships for nurses and Allied Health Professionals to undertake PhDs or postdoctoral research, respectively.

What we said:
We want to use the evidence from research to challenge the status quo, build new consensus, and influence health and social care policy and practice, research funders and public understanding.

What we achieved:
• We held four roundtable meetings/workshops as part of our work to facilitate knowledge exchange among clinical, managerial, policy and academic stakeholders also including stroke survivors. These were on the topics of TIA (mini-stroke), haemorrhagic stroke, psychological consequences of stroke and vascular dementia.
• We generated media activity and parliamentary interest in our new research evidence on the under-funding of stroke research.

What we said:
We want stroke survivors to benefit from widespread coverage of evidence-based services provided by the Stroke Association. The design of new and existing services will be underpinned by evidence. We will generate new evidence of what works to improve life after stroke and use that evidence to inform the design and delivery of our schemes.

What we achieved:
• We commissioned the first external evaluation of our Stroke Recovery Service through a robust Invitation To Tender and peer review process.
What we said and what we achieved - Stroke Training

What we said:

Our training commitment

When working with you, we will adopt the following quality principles:

- We constantly review our training materials to include the most up to date research and findings. To ensure we are factually correct in the knowledge we impart to our delegates, in line with best practices
- Commit to providing customer service excellence and achieving our Key Performance Indicators relating to customer satisfaction. We review the feedback from our delegates to ensure the courses are fit for all.
- Add value to your organisation’s business, by educating professionals to provide the best care to stroke survivors.
- Agree requirements with you and deliver quality training in accordance with the delegates and their learning needs.
- Providing accessible training that meets the needs of the learner
- Be a driving force for increasing the standards of care given to stroke survivors.

What we achieved:

Our overall student satisfaction rate for the year was 94%

We looked to maintain the relationships and contracts we had, whilst increasing the scope of the commissioner types to counteract the shrinking local authority budgets. Overall we managed to increase the training income Year-on-Year by 25%

We planned a full year of individual access courses across the country to help more professionals gain access to stroke specific training.

Throughout the year we delivered a total of 13 courses across the UK at Stroke Association premises. These courses included a mix of external professionals and internal staff.

We successfully organised and ran the first Stroke Training Professional Masterclass on the Hidden Effects of Stroke. We used leading professionals and stroke survivors, who ran sessions on: Advanced cognition; Visual changes and onward referral; Executive function post stroke; Long term management and survivorship.

We carried out a full review of all our training courses. This included:
- all 15 modules of our Life After Stroke Training
- our qualification courses – QCF Level 2 & 3
- Active communication
- Communication in Clinical Practice

A full review included:
- Updating lesson plans
- Updating the manuals and slides used in training
- Using the Expert Stroke Panel – a panel of leading stroke professionals
- Using a stroke survivor reader panel – to ensure the voice of the stroke survivors are integral in all our training
- Peer review

James Benson – Stroke Trainer won the Chartered Society of Physiotherapy award for – Delivering integrated health and social care.

Stroke Training were Finalists in the Skills for Care Accolades for – Best provider of learning and development

All the training team undertook customer service training to ensure we were delivering the right message when speaking to our customers. From this we drew up a team charter of response when speaking to customers.
We submitted 2 innovation bids to Skills for Care, one at Level 2 and the other at Level 3. We successfully won the Level 2 bid to create an eLearning version of the QCF Award in Stroke Awareness, and deliver it to 60 care staff.

We completed the pilot of the award and used the evaluation collected from the students and trainers, and an after-action-review to shape how we are going to promote and roll-out the course nationally during the next financial year.

We have developed a Care Home Award Scheme to establish care standards within residential care homes to align them to best practice stroke care through training, signposting and personalised care.

We have also designed support materials to give to the Care Homes that are seeking an award to help them improve their stroke care.
What we said and what we achieved - Fundraising

Our fundraising team is accredited by the Fundraising Standards Board self-regulatory scheme.

What we said:

The Fundraising Standards Board works to ensure that organisation raising money for charity from the public do so honestly and properly.

As members of the scheme, we follow the Institute of Fundraising’s Codes of Fundraising Practice and comply with the key principles embodied in the Codes and in this Promise.

- We are committed to high standards.
- We are honest and open.
- We are clear.
- We are respectful.
- We are fair and reasonable.
- We are accountable.

What we achieved:

Our work relies heavily on the generosity of our supporters without which we could do very little.

Over the last year we have been able to help more people than ever before. We continued our drive to fund vital research into the treatment and prevention of stroke, and provided funding that supported this goal.

We continued to provide a valuable resource of support and information to stroke survivors, their families and carers.

Whether we are providing support through our Life After Stroke or information services, funding pioneering research, campaigning or providing Life After Stroke Grants to help improve the quality of stroke survivors lives, we rely upon voluntary income to help fund these activities.

As members of the Fundraising Standards Board we continue to be committed to the their high standards in all aspects of our fundraising activities.
Listening and responding

We use the information we receive through the formal and informal complaints and compliments process to improve the service we are providing to our customers.

The Stroke Association is committed to the provision of practical help and support, and aims to provide services and information to the highest possible standard. We actively encourage our customers to make their views known immediately if they are not satisfied with the service we provide.

What we said:

- We will record and acknowledge formal complaints within five working days of receiving them.

- Where possible we will aim to investigate complaints within 15 days. If this is not possible we will keep the complainant updated.

What we achieved:
During 2014/2015 we had a total of two formal complaints. We are happy to state that both of these complaints were acknowledged and investigated within the target timescales. We also keep track of informal complaints. This year we recorded a total of 28 informal complaints across the organisation, which were investigated within the specific team/regional management structure.
Our priorities for 2015-2016

We are continuously working to improve the quality of the services we offer to people affected by stroke.

In order to fulfil this commitment to quality, we have set ourselves a series of priorities over the next year.

Life After Stroke Services

To meet and exceed the existing standards for excellence detailed in our What you can expect from us document for our Life After Stroke Services, and continue to monitor how we are performing against those standards.

STANDARD 1 – Understanding needs

We will help you to understand what has happened, and to identify and express your needs, goals and aspirations.

STANDARD 2 – Providing information

We will provide you with a range of information that helps to meet your needs.

STANDARD 3 – Support

We will provide support and encouragement to help you achieve your goals. We understand how stroke changes lives. We will work with you to help you adjust to the changes that stroke brings.

STANDARD 4 – Influence

We will provide you with opportunities to influence issues surrounding stroke, our charity and the services we provide.

Our aims

Here are some of the aims we have set ourselves to help us improve our service to you.

1. We aim to contact at least 95% of our service users within three working days from the date we are made aware that you would like to receive our service and within five 5 working days to introduce the service to you.

2. We aim to provide at least 95% of our service users with information to help improve your health and wellbeing, in a way you can understand.

3. We aim to give our service users opportunities to provide feedback on our services (this will be by telephone surveys, focus groups and surveys).

4. We aim to embed quality review cycles in regions and countries operations’

5. Life After Stroke Services are in the process of introducing outcome measurements and anticipate generating targets for these in the next year.
Our commitment 2015-2016

Quality framework

Customer Service Excellence
We aim to keep our high level of compliance with this standard and aim for additional areas, known as compliance plus.

We aim to further progress with the two partial area of compliance regarding internal and external benchmarking.

The Information Standard
We aim to continually review our information production system to ensure that we are providing high quality information in line with The Information Standard.

Investors in People
As an organisation we already have achieved the enhanced standard for IiP and will are currently working towards several developments ahead of our assessment in 2015.

With the development of our new corporate strategy our organisational development will be about ensuring that the Stroke Association is committed, ‘fit for the future’ and has the people needed to deliver its strategic ambition.

It will play a vital part in ensuring that our organisations culture, values and environment support and enhance organisation performance and adaptability.

Stoke Training

• Engage with the External Affairs team to jointly bid for money for a project to roll-out KYBP champions in the BME communities
• Provide extensive resources to stroke professionals from the health and social care sectors.
• Build a network of education ambassadors who can champion stroke training to carers
• Campaign for stroke specific education and training across the Stroke Care Pathway
• Create annual review programme for all courses
• Develop healthcare market
• Devolved country plan
• Develop Care Home Awards
• Domiciliary and Personal Assistants engagement with QCF Qualifications
• Communicate Stroke

Stroke Information Services

• We aim to answer 80 per cent of all written enquiries within three working days and 100 per cent within five working days.
• We aim to answer 80 per cent of calls that are made to the helpline during opening hours.
• We aim to achieve no less than 95 per cent satisfaction rate from people who have used our service.
Research and Information

- We are the only UK charity solely focussed on stroke research. We will strengthen our role as a fully engaged partner and leading voice on the future research agenda.
- Research funding and research capacity need to go hand in hand. A stronger funding base for stroke research needs to be supported by increased research capacity. We will therefore strengthen our commitment to developing the next generation of research leaders.
- We want to use the evidence from research to challenge the status quo, build new consensus, and influence health and social care policy and practice, research funders and public understanding.
- We want stroke survivors to benefit from widespread coverage of evidence-based services provided by the Stroke Association. The design of new and existing services will be underpinned by evidence. We will generate new evidence of what works to improve life after stroke and use that evidence to inform the design and delivery of our schemes.

Fundraising

As members of the scheme, we follow the Institute of Fundraising’s Codes of Fundraising Practice and comply with the key principles embodied in the Codes and in this Promise.

Listening and responding

- We will record and acknowledge formal complaints within five working days of receiving them.
- Where possible we will aim to investigate complaints within 15 days. If this is not possible we will keep the complainant updated.

If you would like any more information on our commitment to quality please email

quality@stroke.org.uk

Or call us on 0115 871 3949
We are the Stroke Association

We believe in life after stroke. That’s why we support stroke survivors to make the best recovery they can. It’s why we campaign for better stroke care. And it’s why we fund research to develop new treatments and ways of preventing stroke.

We’re with you every step of the way, together we can conquer stroke.

Stroke Helpline: 0303 3033 100
Website: stroke.org.uk
Email: info@stroke.org.uk
From a textphone: 18001 0303 3033 100

We are a charity and we rely on your support to change the lives of people affected by stroke and reduce the number of people who are struck down by this devastating condition.

Please help us to make a difference today.